June 1961

Official monthly publication of the Atlanta Chamber of Commerce . Thirty-five Cents

atlanta: aviation center of the south

> lockheed looks to the future

> > business flying

atlanta's new air terminal

atlanta lands a convention



Atlanta Invitational Tennis Tournament / #2 in a series / PHOTOGRAPHY BY GRAPHIC ASSOC.

Atlanta is a Fun Place

ANYONE FOR TENNIS? If tennis is your game there are one hundred and twenty-three city courts open to the public in Atlanta. And if you like to watch good tennis there are tournaments which attract top ranking players from across the nation. In the photo above a doubles match is being played during the final day of the 1961 Atlanta Invitational Tennis Tournament. The site is the city's beautiful Bitsy Grant Tennis Center. ► Atlanta is indeed rich in things to see and do. At C&S we believe that the right banking connection is an essential part of the good Atlanta life. In games the desire to win often tips the scales. In banking what counts is the desire to be really helpful. You will find this in ample measure at C&S−backed up by the experience gained in serving more Georgia businesses than any other bank. Consider selecting C&S as your financial partner in the long contest for growth and profits.

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In addition, daily Prop-Jet Super Electra service Atlanta-New York via Newark and Idlewild Airports

*Starting June 25 Times shown are local times

EASTERN AIR LINES
ATLANTA'S PIONEER AIRLINE



Published monthly by the Atlanta Chamber of Commerce, Opie L. Shelton, Executive Vice President. Publishing Offices: 1301 Commerce Building, Atlanta 3, Georgia. Application for second class postage permit is now pending at Post Office, Atlanta, Ga.

Editorial Office, Subscription Office, Advertising Office... 1301. Commerce Building, Atlanta, Georgia; JAckson 1-0845 = Art Studios ... Adgraphics, Inc., 66 11th Street, N.E., Atlanta, Georgia; TRinity 2-2625 = Printing Offices... Stein Printing Company, 2161 Monroe Drive, N.E., Atlanta, TR. 5-0421 = Typography, Typography Shop.

Subscriptions: \$3 a year for non-Chamber members in USA and possessions, and Canada. Elsewhere: \$6 a year. Members of the Atlanta Chamber of Commerce in good standing subscribe for \$1.50 a year.

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Manuscripts: Unsolicited manuscripts should be mailed to the editorial offices at 1301 Commerce Building, Atlanta 3, Georgia, and should be accompanied by return postage. Such unsolicited manuscripts will be handled with reasonable care, but the magazine and the Atlanta Chamber of Commerce assume no responsibility for their safety or return. Any copy accepted is subject to whatever adaptations and revisions as are necessary, in the judgment of the editors, to meet the requirements of this publication. Payment for such manuscripts covers all author's rights, and contestant's rights, and all title and interaction of the material accepted, and will be made at our current rates upon acceptance. All photos and drawings will be considered as part of the material purchased.

ATLANTA

OFFICIAL MONTHLY PUBLICATION OF THE ATLANTA CHAMBER OF COMMERCE

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SARA J. PACHER Assistant Editor

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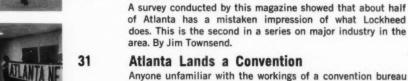
The new terminal is open and Jay Leviton offers a striking assembly of photographs. A new view — one you haven't seen before.



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COVER



Atlanta's new \$20-million terminal is the climax of a 36-year aviation history. Modern and striking in its design, it reflects the confidence a city has in its future. Artist Norman Kohn has captured some of this spirit in his casein rendering of the main terminal building.

CREDITS: Photos page 15, Leviton-Atlanta; pp. 16, 17, 18: Graphic Associates; p. 20-26, 33: Leviton-Atlanta; pp. 36-38: Lockheed Newsbureau; pp. 40-42: Graphic Associates. Art: p. 11, 34-35: Bob Lee; p. 31: John A. Niles; p. 39, 41: William A. Suttles. Production: Joseph Glenn and Jerry Kost.



LETTERS

Editor's Note: The Atlanta Chamber of Commerce was deluged with mail after the first issue of ATLANTA MAGAZINE was received. It would be impossible to carry even a fraction of the letters, so we are printing a sampling only of the mail from other Chambers of Commerce.

WICHITA, KANSAS:

Congratulations! It is a superlative production and you and your membership may well be proud of it. ROLLE R. RAND, Executive Vice President, Wichita Chamber of Commerce.

NEW YORK:

Well, bless my soul! You have come up with one of the most excellent chamber of commerce magazines I have seen in my twenty-one years of this work. It is a beautiful job; a pat on the back for all the staff on a superb production. THOMAS JEFFERSON MILEY, Executive Vice President, Commerce and Industry Association of NY.

LONGVIEW, TEXAS:

Let me congratulate you on a really "slick" publication. Typography, printing, make-up, and art are terrific. You should take a prize with this publication. FRED POOL, Executive Vice President, East Texas Chamber of Commerce.

COLUMBIA, SOUTH CAROLINA:

The magazine is exciting, beautiful, and a masterpiece. It's easy to read and well done in every respect. Keep up the good work. THOMAS M. BROWNLEE, Executive Vice President, Greater Columbia C of C.

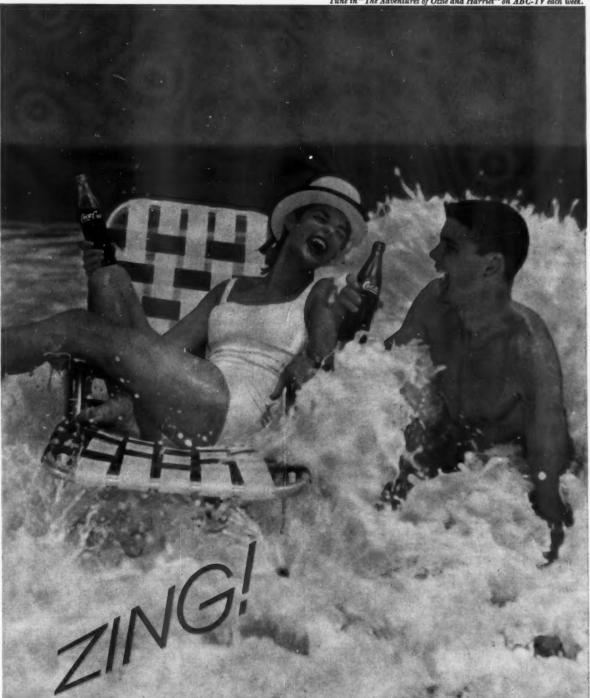
KANSAS CITY, MISSOURI:

This is the best looking Chamber publication that I can remember viewing and its readability is tremendous. Congratulations on the outstanding job. WILLIAM E. DAUER, Executive Vice President, Chamber of Commerce of Kansas City.

WASHINGTON, D. C.:

I have just seen the first issue of ATLANTA. It's great. Congratulations on the launching of this publication. Here is a magazine that should get read. It has appeal. What a wonderful media to use for building a conservative viewpoint on public issues. Keep up the good work. CHARLES W. HARBAUGH, Chamber of Commerce of the United States.

ATLANTA MAGAZINE, June, 1961, Volume 1, Number 2. Published monthly by the Atlanta Chamber of Commerce, Opie L. Shelton, Executive Vice President. Publishing offices: 1301 Commerce Building, Atlanta 3, Georgia. Application for second class permit was entered at Atlanta, Georgia, and is now pending. Advertising rates on request. Subscriptions: \$3 a year for non-Chamber members in USA and possessions, and Canada. Elsewhere, \$6 a year. Members of the Atlanta Chamber of Commerce pay \$1.50 a year for subscriptions. Copyright 1961 by the Atlanta Chamber of Commerce. No part of this magazine may be reproduced or reprinted without express permission. The trademarks, ATLANTA and ATLANTA MAGAZINE are registered. The Atlanta Chamber of Commerce does not stand sponsor for opinions or facts stated by authors in this magazine.



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Herman J. Haas exhibits to his partners in the firm of Haas and Dodd the cover design of a book which highlights dynamic features during 70 years of the firm's activity in Atlanta, Georgia. Viewing the cover which Mr. Haas holds are partners Arthur W. Bishop, J. Marion Crain, Edwin R. Haas, Jr., Judson M. Garner, C. A. Meriwether, Fair Dodd, and Elliot L. Haas.

for **70** Wonderful, Wonderful

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TAMPA, FLORIDA:

Congratulations on Volume I, Number 1! It is one of the most refreshingly different and interesting publications of this type I have seen in a long, long time. The subject matter, layout, use of art and pictures certainly supports the thesis on page 8: "Only The Best Will Be Good Enough For Atlanta." Congratulations. W. Scott Christopher, General Manager, Greater Tampa Chamber of Commerce.

JACKSON, MISSISSIPPI:

WOW and CONGRATULATIONS! Those are my reactions after reviewing the first copy of your new magazine. The content and printing are exceptionally good. All who had a part in the creation of this new publication merit credit. We look forward to future issues. MENDELL M. DAVIS, Executive Vice President, Jackson Chamber of Commerce.

WICHITA FALLS, TEXAS:

Congratulations on Volume I, Number 1 of ATLANTA MAGAZINE. It is one of the most attractive and most interesting publications that has crossed my desk in a long time. I am sure it will occupy a strategic place in your overall program of selling the great city of Atlanta to the entire world. REX JENNINGS, Executive Vice President, Wichita Falls Chamber of Commerce.

KNOXVILLE, TENNESSEE:

Sincere congratulations on your new ATLANTA. Since my first glance at the cover, I have held it until I could read it more carefully, and I can only say now that it is truly spectacular. We will look forward to ATLANTA with anticipation. CHARLES F. HERD, Manager, Knoxville Chamber of Commerce.

ELMIRA, NEW YORK:

Congratulations! Volume I, Number 1 is the greatest! I am quite sure that ATLANTA MAGAZINE will be one of the finest in the country. Certainly, it should do much to stimulate interest in the Atlanta Chamber of Commerce, and to communicate the organization's ideas, ideals, and objectives to the entire community. J. WALKER OWENS, General Manager, Elmira Association of Commerce.

GREENSBORO, NORTH CAROLINA:

When my secretary brought the mail in this morning, my attention was immediately captured by the cover of ATLANTA. I think it is the most striking cover design I have ever seen, and I predict you will have a hard time topping it every month. I think you may well have the start of the finest chamber magazine anywhere. WILLIAM B. LITTLE, Executive Vice President, Greensboro Chamber of Commerce.

LOUISVILLE, KENTUCKY:

Congratulations on the first issue of ATLANTA. It is attractive, interesting, and a credit to the Chamber magazine field. Best wishes for its continued success. Kenneth P. Vinsel, Executive Vice President, Louisville Chamber of Commerce.

LONGVIEW, TEXAS:

I have just finished reading the first edition of ATLANTA. It is truly a splendid magazine from start to finish and does full justice to the dynamic growth of Atlanta. WALTER B. KOCH, General Manager, Longview C of C.



"Heavens to Betsy"

Volume I, Number 1 of ATLANTA MAGAZINE proved one thing beyond all else. It proved that you are the most generous people in the world.

We felt all along that you would agree that we had a fair-to-middling start on the Chamber's new publication. Sure. But we were not prepared in any way, shape, or form for what happened.

Our telephones started ringing the minute the magazine hit your desks, and didn't stop for days afterward. Every day's mail brought scores of letters, not only from you, but from every corner of the country.

It would be an understatement to say your comments didn't please and flatter us; we can live for a month on just one kind word. But no longer than a month. That's why we here at the Chamber allowed ourselves only a few days to bask in the warm-hearted approbation. We told you last time that we would strive to make each issue better than the one which precedes it. We meant what we said. Thirty days pass in a hurry and magazines don't produce themselves.

There were many interesting sidelights of the first issue. Since we wanted to keep a couple of thousand copies of the May issue to use in helping us promote our town, we (very slyly, we thought) decided to put those extra copies on the newsstands. Curiosity, we figured, might prompt a few sales, but not many. Within a week there wasn't a copy to be had anywhere, and the May issue was suddenly a collector's item.

We employed an independent research organization to make a survey to determine where and how we had missed the mark, where we had failed, and what we needed to guarantee improvement. The researchers were thorough and professional; here is a sampling of what they found.

A large majority of the readers (75.3 percent) felt that ATLANTA MAGAZINE fills a specific need in the city. And 4 percent of the readers felt the town was loaded already with reading material.

Readership of the various articles ranged from a high of 57.3 percent for the expressway story, to a low of 18.4 percent for the story on the textile industry.

When you were asked to give your overall opinion, the report indicated that 68 percent of you gave us a "well done!" We were compared most frequently with PLAYBOY MAGAZINE (Playboy?) and THE NEW YORKER. One member — a printer — was furious, he said, because the magazine was printed outside the city. (Stein Printing Company of Atlanta, Georgia, is the printer.)

Your letters were wonderful. The one which pleased me most came from Fred Linton, Executive Vice President of the Winston-Salem Chamber of Commerce. He pointed out that his pride in this magazine resulted "because Atlanta means an awful lot to every city in the entire southeast and we all benefit [as a result of] Atlanta's leadership."

Quite a compliment. But an equally grave responsibility, don't you agree?

But enough of this. This is all you will hear from us about this beginning. We are on our own now. Our future acceptance is squarely up to us; we know it must be earned, or else we won't get it.

We just wanted you to know that we deeply and sincerely appreciate the reception you gave our new baby.

wreck the summit conference. The resident was said to hold the view hat Mr. Khrushchev had wanted in prevent his visit he Communist:

as to largely vitiate it by making it psychologically and morally difficult for the U. S. to retain its span. Washington could Daily Mail asked: "What is the propaganda-fed citizen of the socalled 'uncommitted nations' to think when he learns that the President of the mighty U. S. is not

In the face of Mr. Kennedy's growing lead, many Democratis

BEHIND THE NEWS

A recently-hired assistant editor on this magazine was traveling Europe at this time last year. Being a native Georgian, and being possessed of that unrestrained pride which is so obnoxious to Alabamans and Mississippians, she noted with much delight that a three-minute shoe repair outfit in a Paris department store bore a sign: MADE IN ATLANTA, GEORGIA. She promptly and proudly mentioned to the Frenchman operating the machinery, "I'm from the town where that machinery was made." The Frenchman gave her a cold stare, no comments, and, after three minutes, her shoes.

Since coming with the magazine, she has delved pretty thoroughly into the matter of exports by Atlanta firms and now brings forth the following information.

Atlanta firms export, among other things, store fronts, veterinary instruments, pencils, cosmetics, time clocks, china, and brassieres. These goods go into use in Ceylon, Lebanon, Ethiopia, Peru, Arabia, Bahrain (a small country in the Persian Gulf), Guatemala, Japan, Vietnam, India, Argentina, Syria, and, of course, most countries in Europe. Exports by all the firms in Georgia rose 22 percent during the first quarter of this year, over the comparable period last year.

WHAT GENERAL CLAY SAID

It is the habit of visiting industrialists to praise the state of Georgia and its progress in industrial development; seeing only what is good, commenting only on what is good.

General Lucius D. Clay, Chairman of the Board of Continental Can Company, speaking last week before the Governor's Conference on Commerce and Trade, took a slightly different tack.

"Atlanta is regarded as a modern, progressive business center," he said. "Thus, outside industry finds it difficult to understand why it has such a relatively weak voice in the political life of the state."

The General says our progress is hampered by the county unit system; that the unfavorable climate of segregation is hurting Georgia in the eyes of outside industry; and that a lack of knowledge about the state must be corrected if we are to continue our progress.

Industrially, Georgia is growing. But this chief executive of a mammoth national corporation thinks some changes are in order.

He went right on down the line, speaking frankly and realistically about his home state. Commenting on outside industry's caution regarding the county unit system, he said: "...it creates a feeling of uncertainty as to the future political atmosphere in the state, and industry is always apprehensive of political uncertainties." Plainly put, industry—in General Clay's opinion—is worried that agriculture, rather than industry, controls the state.

HOW MUCH OCCUPIED?

Atlanta is reputed to have more office space per capita than any other city in the United States. A raft of new buildings have been completed within the past twelve months, or will be soon. The question comes to mind: "With all that new space, where do the tenants come from?"

So we checked. The tenants come from other buildings, of course. The Georgia Power Building is 75 percent full; the Bank of Georgia Building is 80 percent full; the Fulton National Bank Building is almost completely full. The new Merchandise Mart isn't yet open, but already has 70 percent of its space leased.

As the new buildings fill, the older buildings have a temporary drop in occupancy. But the vacancies

Continued on page 52



TWELVE MONTHS OF ATLANTA MAGAZINE: THREE DOLLARS; SEND TODAY





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Over \$3,000,000,000 in export-import trade is handled annually through the Southeastern Customs Districts. If you would like to participate in this profitable business, the Trust Company of Georgia offers the most experienced and comprehensive service available in this area. Trust Company International services are many and varied, and can be tailored to fit your specific needs. Contact the Trust Company of Georgia for full information without obligation.





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for getting down to

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BUSINESS AROUND ATLANTA

A team of twenty industrial development men from all over Georgia will leave next week for Chicago they'll be calling on industrial prospects who have shown interest in Georgia locations: The Atlanta Chamber's industrial development bureau reports a fairly routine month: A major national concern is showing increasing interest in roughly 250,000 sq. ft. of warehouse space....a manufacturer of fibreglass products has talked to local contractors and appears receptive to the idea of having a 45,000-sq.ft.-building built for him....and now talks about doubling the space in the future same firm has also talked with other Georgia cities ought to have a decision soon. A manufacturer of steel containers is showing strong interest in two projects here: has looked at an available building of 17,000 sq. ft. and might lease with all machinery and equipment intact.....a separate operation for manufacturing the steel containers -- needing about 15,000 sq. ft. -- is also under consideration. / Another steel outfit is investigating Atlanta -- along with the rest of the south. He'll need 250,000 sq. ft. at least. The plastics division of a large national company shows interest in metropolitan Atlanta.....recently upped its requirement from 80,000 to 100,000 sq. ft.....and several other firms are in touch with the industrial bureau. New listing of major American retailers shows Colonial Stores in the top twenty. They operate 446 supermarkets in ten states, employ 3500 people....the old Georgian Terrace Hotel has been sold to a corporation headed by Dr. Irving Goldstein and Dr. Marvin Goldstein. They paid \$750,000. / Twenty-seven new plants started operations in Georgia during the first three months....and employ nearly a thousand Georgians....the civil defense practice bombing in this area missed Atlanta...but Chamblee was completely destroyed...the Urban Renewal Administration advanced the Atlanta Housing Authority \$46,000 to make a survey as to the feasibility of cleaning up "railroad gulch".... Eastern Air Lines will move its central reservations space control office to Atlanta....and will eventually employ 1500 Georgians in the new facility. / With the opening of the new terminal, the city started collecting revenue from the airlines under a new contract...and the annual income increases from \$1,050,000 to \$2,800,000. / Advertising agency billing for the southeastern members of American Association of Advertising Agencies ran to about \$40 millions last year ... and still represented only 2 percent of national billing. Atlanta Federal and Brookhaven Federal savings and loan associations have merged.... Brookhaven becomes the fifth branch office of Atlanta Federal, sixth now underway.



The new State Docks at Brunswick.

where new industries like to drop anchor

THE COMPASS has 32 points, and from most of them industry is coming to Georgia, to see, to study, to settle and to succeed. Even where the Atlantic bounds our state, the trade winds are rising and stirring our ports to greater activity.

Georgia is growing—in all directions. In the first four months of this year, 19 new manufacturing and processing plants* were located on Georgia Power Company lines, and 10 industries expanded their facilities. These new industries and plant expansions represent an addition of nearly \$7½ million in capital investment, over 2,000 jobs and more than \$5 million in annual payrolls.

The Georgia Power Company coordinates its efforts with state agencies, chambers of commerce and other business concerns in promoting industrial progress. The common goal is a brighter future for Georgia and all its citizens.

* Each industry represents a capital investment of \$50,000 or more and employs 10 or more workers.

A CITIZEN WHEREVER WE SERVE

GEORGIA POWER COMPANY



Analysis of a Honeymoon

cartoon in a recent issue of Saturday Review
Magazine pictured a business tycoon reclining
on a couch and confessing to his analyst: "I
miss Ike."

Conservatives in the business community, who were entirely content with the don't-rock-the-economic-boat philosophy of the Republican Administration of the past eight years, were of one mind after witnessing the first one hundred or so days of the Kennedy Administration: they missed Ike.

Gone seemed to be the days when spending bills emerged shakily from Congress, fearful of the veto. Suddenly, Congress was full of vigor, cranking out legislation confidently. The new President, insisting that it was time to "get moving again" and then himself twisting the key in the ignition by sending up a slate of must legislation, apparently had stirred Congress into fever-pitch efficiency.

At the end of four full months, President Kennedy had done well. Down from Capitol Hill had come bills increasing temporarily the period of unemployment compensation, providing for the care of children of unemployed workers, giving aid to "depressed areas," authorizing power to reorganize Government bureaus, appointing 73 additional Federal judges, and liberalizing the minimum wage act.

These accomplishments, plus the early-session expansion of the House Rules Committee to include more liberal members, led some observers to two conclusions: that the grand old conservative mainstay, the Republican-Southern Democrat coalition, was forever dead; and, that President Kennedy would be emboldened to press for ultraliberal goals after a string of fantastic successes.

Less emotional viewers of the Capital scene, however, knew that both these conclusions were, if not without some basis, at least premature. For it was evident, watching the course of the Kennedy bills through Congress, that the new President is effective on Capitol Hill because he understands the give-and-take of the legislative process and because he can talk compromise when compromise appears warranted.

The minimum wage bill was highly touted as the brightest feather in the Kennedy cap and a mighty liberal breakthrough. The validity of such an assertion may be measured by retracing the course of the minimum wage bill through Congress:

IN THE HOUSE, the Kennedy bill (calling for a

wage hike to \$1.25 an hour in two years, with 4.3 million newly covered workers in businesses grossing more than \$1 million annually) cleared the Labor Committee in short order and breezed to the floor. There, it ran smack against a substitute bill (Kitchin-Ayers: \$1.15 minimum wage, coverage of 1.2 million new workers, and an interstate commerce test for coverage) backed by the conservative coalition.

Confronted by the opposition, the White House shifted the trim of its sails by withdrawing the bill it had gotten from the Committee and introducing its own substitute, the Albert bill (\$1.25 for presently-covered workers but coverage of only 3.8 million new workers at \$1 an hour).

Despite further compromises (the Vinson amendment, for one, "washed laundries clean out of the bill," as Georgia's Carl Vinson merrily put it), the watered-down Administration bill was defeated, 185 to 186, by the conservatives' substitute.

(The critical vote, oddly, came on an unrecorded device whereby representatives report verbally to "tellers" whether they are for or against the motion. The tellers don't tell who voted how, and more than 60 members — among them enough liberals to have carried the day — missed the vote, safely under the cloak of anonymity.)

► IN THE SENATE, the original Kennedy bill had little trouble.

The conservative-backed GOP substitute offered by Senator Dirksen was put down, 63 to 34. Laundries were washed back into the bill, 45 to 52. And the chief threat to the Kennedy bill, the Monroney amendment to destroy the Administration's "dollar volume" test for coverage, was overcome by a thumping 56 to 39 margin.

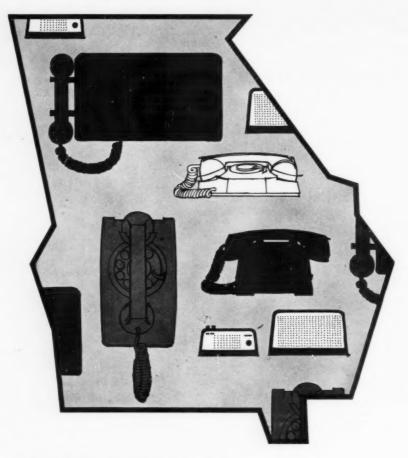
Kennedy forces had, in short, recouped most of the House losses.

The Senate bill (covering 4 million new workers, raising wages to \$1.25 in two years, with the dollar volume formula prevailing) was sent to the joint Senate-House conference to face the conservative House bill.

► IN CONFERENCE, the wheeling and dealing began anew.

It was obvious the liberal Senate bill would be up against the coalition's wall again, so the Administration authorized compromises. Out again went the laundry workers. Also auto and farm imple-

continued on page 56



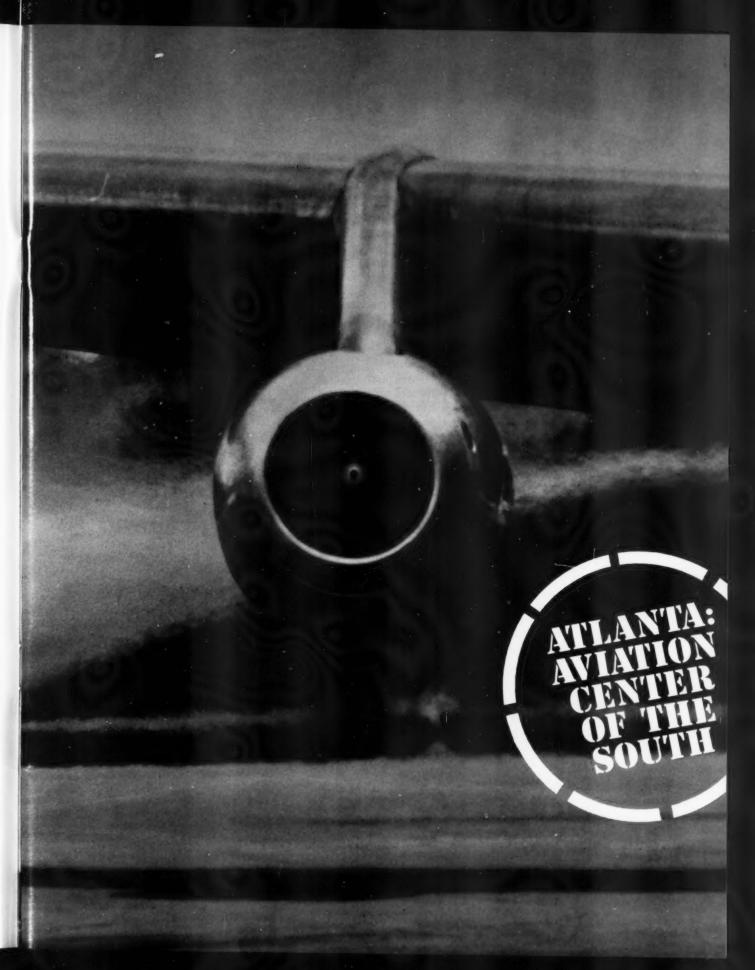
GEORGIA: Where Growth Talks

In Georgia, economic growth talks. You can hear it everywhere: the rhythmic beat of assembly lines; the whoosh of jets; the crash of old buildings coming down; the clank of new girders going up.

And you can hear it in the quickening tempo of ringing phones and the ever-increasing hum of telephone conversations. Measure it, too, by the increase in phones in Georgia—more than 238,000 in the past three years, or an average of 260 added each working day.

Expanding telephone usage is but one indicator of Georgia's progress and of the opportunities she offers now for business and industry. Why not strike up a speaking acquaintance with Georgia soon? You will like what you hear.







An old joke among salesmen who travel the South goes: "I don't know whether I'm going to Heaven or Hell, but I know for sure, whichever it is, I'll have to change planes in Atlanta."

Between the hours of 11:30 in the morning and 1:30 in the afternoon, Atlanta — city of a million — has the busiest airport in the world. During that two-hour span, it is busier than any airport in London, Paris, Sao Paulo, or Moscow, busier than La Guardia in New York, Midway in Chicago, or Love Field in Dallas. And, for the balance of the day, only four U. S. cities — New York, Chicago, Washington, and Los Angeles — have more airline departures than Atlanta.

Atlanta is the headquarters for Delta Air Lines, and is the greatest connecting terminal for Eastern Air Lines. The airport is fifth among U. S. cities in aircraft departures, seventh in tons of airmail handled, ninth in tons of cargo carried, and tenth in number of passengers. More than two-and-a-half million people fly into and out of this undisputed aviation center of the South every year.

From every standpoint, it is one of the busiest airports in the world, and one of the most important. Atlanta is the vital connecting link between the South — one-quarter of the United States — and the world.

The city's aviation history began in 1926 when Mayor Walter Sims appointed a committee headed by William B. Hartsfield to select a site for the handling of aeroplanes. Hartsfield, now mayor of Atlanta and long-time champion of aviation for the city, selected a 297-acre racetrack as the location for Atlanta's airport. Final approval came quickly and the racetrack — with its straightaway being used for landings — became Candler Field. In 1927 and 1928, three hangars were erected. An early publication of the Atlanta Chamber of Commerce described the airport: "Candler Field, Atlanta's airport, is an aerial terminus of the first class. It

is the terminal of four air routes." It went on to describe the airport's features: "size - 297 acres; shape - irregular; surface - sod; runways - none ... whole field available."

Atlanta really got into the aviation business on May 1, 1928, when two small Pitcairn Mailwings departed the city with 448 pounds of mail bound for New York. The Pitcairn Aviation Company, sponsor of the flights, was the predecessor of Eastern Air Lines, and one of the pilots, Captain Eugene Brown, is now at the top of Eastern's seniority list. By 1929, additional airmail contracts had been awarded by the Post Office Department, and Atlanta became convinced of its aviation future. The airport property — up to then being used under a lease agreement — was purchased for \$94,000 and extensive improvements were undertaken by the city and county governments.

Another significant event occurred during that year when Delta Air Service, until then a cropdusting outfit and now Delta Air Lines, inaugurated the first passenger service, flying between Atlanta and Dallas, Texas. Their equipment then and for a few years afterwards was the single-engine Travelaire, seating six passengers. These were eventually replaced with the tri-motored Stinsons which carried one additional passenger and flew ten miles an hour faster.... one hundred miles an hour.

Ivan Allen, Sr., father of the Chamber president of today, published a book that year which stated: "The manufacture of aircraft is rapidly developing in Atlanta and bids fair to be eventually one of the city's leading industries." He was referring to the locally - organized Atlanta Aircraft Corporation.

Big jets get nose-to-nose to load passengers and cargo at the new terminal. The jet on the right is a DC-8, which carries 119 passengers; on the left is the faster, smaller Convair 880, carrying 84 passengers.



which produced two tri-motored, all-metal, low-wing aircraft in their shops at Candler Field. These were the first all-metal, low-wing airplanes ever built and were pronounced "excellent planes" by Charles A. Lindbergh, who flew one here. The depression came along, however, and the Atlanta Aircraft Corporation suspended operations. Ivan Allen, Sr., made a true prediction, though, which wasn't realized until the Bell Bomber Plant began operations during World War II. Lockheed succeeded Bell in the plant and is today one of the world's largest aircraft manufacturers.

Growth Continues

Atlanta's airport growth continued in spite of the depression, with grading, sodding, and paved runways being added through the WPA. Buildings were added, runways were extended, and facilities were generally improved over the next several years. Improved facilities brought increased traffic. The year 1930 showed eighteen scheduled commercial air transport flights daily, and had increased to forty-two daily by 1940. In 1943, the Atlanta Municipal Airport handled 327,493 takeoffs and landings and was described by the CAA as the "busiest controlled airport in the United States."

Another old Chamber of Commerce report, this one from 1944, stated: "It would not be unreasonable to estimate that, shortly after the war, Atlanta will have between 175 and 200 regular airline flights per day." (The city has nearly 400 today and continues to grow.)

The report continued: "It would not be unreasonable to estimate that the airport employment of today - 1600 people - will increase to between

The FAA Control Tower commands a panoramic view of runways, planes, and loading ramps. The tower exerts absolute control over pilots coming into or taking off from the airport, and is responsible for their maintaining the proper flight patterns.



four and five thousand." The report was short again; the new airport and terminal provide employment for eight thousand people, with an annual payroll of \$42,000,000.

Atlanta's progress in the field of aviation has been steady and consistent since it began. Every year has seen increased traffic — more passengers, more cargo, more mail. During the war, the airport served as an important station for military air transport and, on a peak day, handled more than 2,000 takeoffs and landings. At the close of the war, military operations moved to Dobbins AFB in Marietta and Atlanta built a temporary terminal to serve until the city's aviation needs were determined. (The wooden loading fingers were constructed from salvage lumber from the army base.)

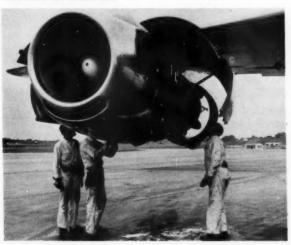
Jets Dot Runways

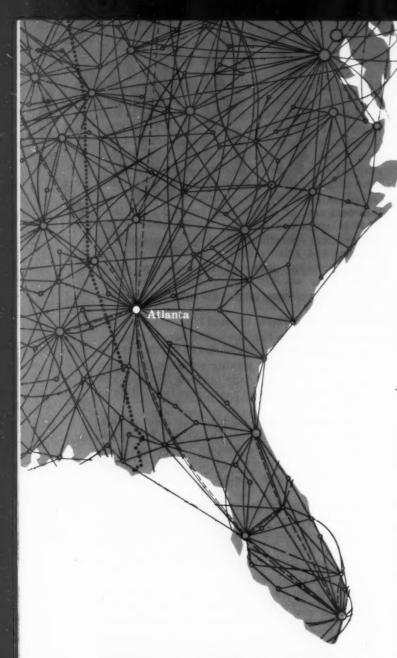
Another home-based airline — Southern Airways — began operations in 1949 with one DC-3 and one daily round-trip flight serving six cities. Southern today makes 67 flights daily between 55 cities, and last year carried 259,000 passengers in addition to airmail and freight.

Delta operates an 88-million-dollar fleet of jets, including six 119-passenger DC-8's and twelve 84-passenger Convair 880's. Eastern has eleven DC-8's in service, with four more on order. Its extensive jet fleet will include Boeing 720's and 727's by 1963.

The apron around the new terminal teems with big new jets, large prop aircraft, and DC-3's, the old workhorse, belonging to Delta, Eastern, Capital, Northwest Orient, TWA, and Southern. United Airlines, through its merger with Capital, will begin

The jet engine on a giant DC-8B dwarfs its attending mechanics in a pre-flight check-up. The FAA has strict requirements which must be met by these mechanics; and even stricter requirements on plane maintenance. Periodic engine overhauls are demanded.





Air traffic continues to increase and the number of passengers who arrive and depart here reaches

a new high practically every month. (It is interesting to note that, in 1957, for the first time, the

Six major airlines — Delta, Eastern, Capital, TWA, Northwest Orient, and Southern — operate in and out of Atlanta. There are 372 scheduled passenger flights daily, handling two-and-a-half million passengers yearly. The map at left illustrates Atlanta's position as aviation center of the South; only other city on the map with such activity is Washington.

airlines carried more passengers than the railroads — forty-two million people.)

The city recognizes its role of leadership in the South, and the important part it plays in aviation in the United States, and is now preparing to broaden its aviation facilities. Within a week of the opening of the new terminal, city officials were starting all over again — scouring the countryside for an airport location site.

Several factors entered into the decision to seek a second airport for the region. Increased air traffic is one factor, and safety is another. Atlanta sees that it will soon be in a position similar to that of Chicago and New York a few years ago, when air traffic had increased to a point that flight patterns around the airport became less than safe. Both cities built additional airports; Atlanta will have to do the same thing.

The Aviation Committee of the Atlanta Chamber, along with city officials, is already checking out possible locations for the new airport. It appears that this second terminal will require a runway with east-west configuration, probably 10,000 to 10,600 feet in length, with two-and-a-half-mile clear approaches at either end. In order to control the environment and develop the surrounding area in a manner compatible with the operation of a long-range, intercontinental jet airport, a reasonably level land area one to two miles long will be required. The area must be located so that it fits in with regional air traffic patterns, and must provide good access to downtown.

operations in June, and Piedmont Airlines is expected to be given new routes into Atlanta soon.

Second Airport Needed

The role of aviation in the city's future has been accepted by the community, and is adequately expressed in the new \$20,000,000 terminal.

The beautiful new terminal is the climax of Atlanta's 36-year air history. Its striking, modern design is entirely functional and will help immeasurably in expediting traffic into and out of the city. Facilities for private, executive, and non-scheduled aircraft are also available at the new airport. Sixty acres of concrete surround the terminal building to provide simultaneous parking for fifty-two aircraft. The runways are of sufficient length and strength to handle any airplane now in existence.

Two Federal Airport Aid bills are now pending in the Senate and, in each case, Atlanta is considered one of the "national cities" which will require additional facilities.

Atlanta's foresight in planning right now - on the heels of the newest, brightest terminal in the country - for an even greater role in aviation is significant. It will be at least ten years before the new airport is absolutely necessary, but the city is not waiting for those years to pass before meeting the need. The thinking is remarkably similar to that which prevailed in 1926, when Atlanta opened up Candler Field well in advance of the need for an airport. It is the kind of foresight which will keep Atlanta in front of its neighbors in the fast-changing world of aviation.

AIR COMMERCE TRAFFIC PATTERN FISCAL YEAR 1960 FEDERAL AVIATION AGENCY

Passengers									
1.	New York 6,076,748								
2.	Chicago 4,762,682								
3.	Los Angeles								
	Washington, D. C. 2,175,567								
5.	San Francisco								
6.	Miami 1,580,834								
7.	Boston								
8.	Detroit								
9.	Dallas								
10.	ATLANTA 1,114,236								
11.	Cleveland								
12.	Pittsburgh								
13.	Philadelphia 927,430								
14.	St. Louis 907,621								
	Denver								

More airline passengers travel into and out of Atlanta every day than any other city in the South. And only four other U.S. cities – New York, Chicago, Washington, and Los Angeles - have more airline departures per day than Atlanta.



Air Mail

1.	Chicago													27,148.3
2.	New York				*									23,958.9
3.	Los Angeles									5		5		12,479.1
4.	San Francisco											*		9,963.4
5.	Washington, D.	C		ž.,				-						8,599.7
	Dallas													6,288.7
	ATLANTA													4,399.0
	Seattle-Tacoma													3,725.7
9.	Detroit									à				3,314.1
10.	Denver								*	*	*			3,238.9

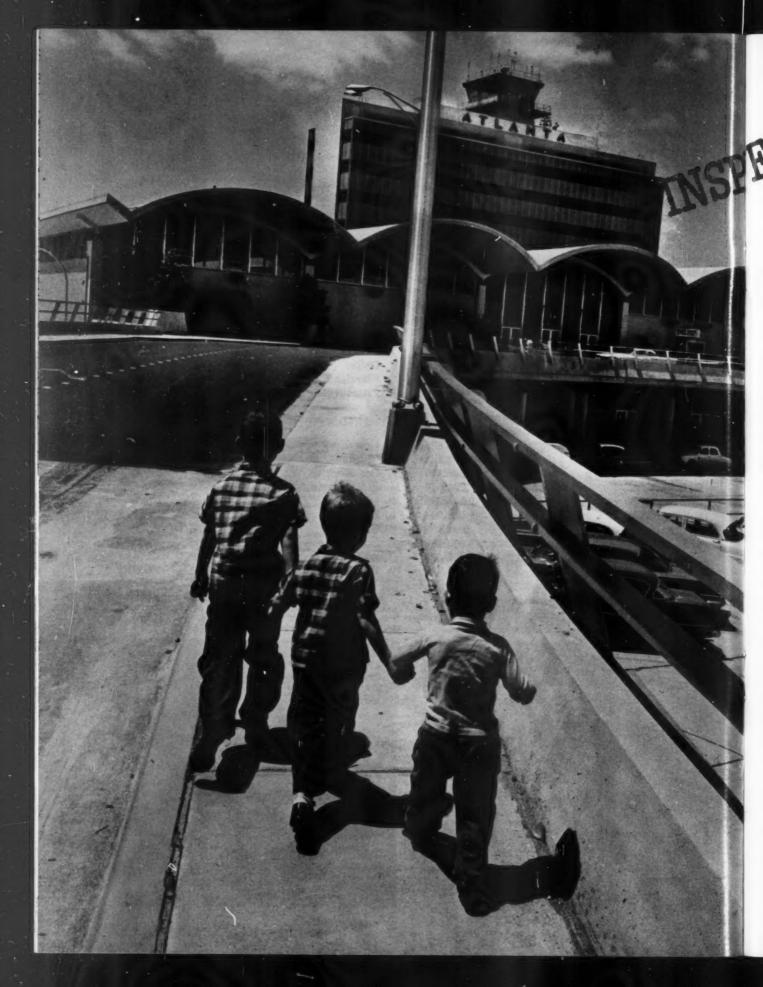
Departures

1.	New York	195,995
2.	Chicago	172,017
3.	Washington, D. C.	114,900
4.	Los Angeles	86,276
5.	ATLANTA	76,421
6.	San Francisco	71,420
7.	Detroit	67,050
8.	Dallas	64,401
9.	Cleveland	53,573
	Pittsburgh	

		Cargo	
1.	New York		0,936.0
2.	Chicago		1,885.7
3.	Los Angeles	4	1,025.5
4.	San Francisco		0,543.2
5.	Detroit		3,628.9
6.	Dallas		9,350.7
7.	Cleveland		7,704.4
8.	Boston		4,520.4
9.	ATLANTA		2,444.7
10.	Philadelphia		2,407.9

Transporting cargo has been a major factor in airline revenue. Atlanta transported 12,444.7 tons of cargo last year, was ninth in the nation in tons of cargo carried. Here, an airfreighter is shown taking on cargo for its run.





ECTION TOUR

Photographs by Leviton-Atlanta

HAPEVILLE, GA., (6/1/61): A party of three Atlanta citizens recently made an official inspection tour of their latest investment — the \$8,000,000 Atlanta Airport Terminal. Grady Ridgway, Assistant Manager of the Airport and official guide for the tour, called it "the most exacting inspection we've had." The tour involved, at one point, two separate searches for lost inspectors, and, at another point, a six minute search for a lost photographer. Their report on the terminal? "Real nice. Where's Daddy?"

After being greeted by a city official ...





...they got their bearings...

... sized up the place,





...and inspected the tenants.



They checked the equipment...



...inside and out...



for quality...

...and quantity.



after a check with management...



and the ho

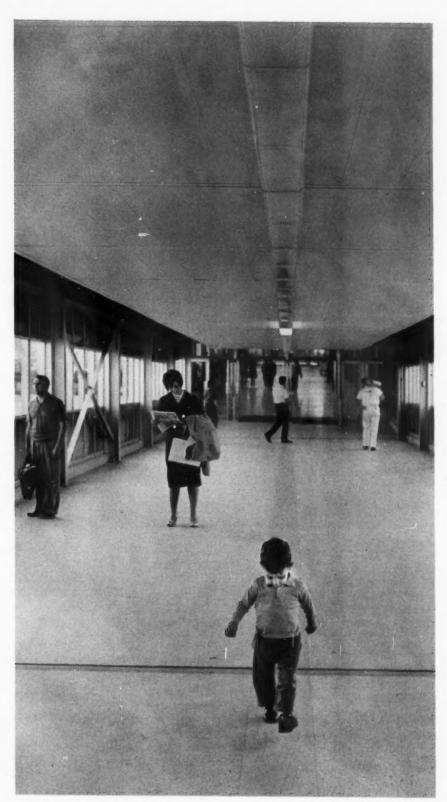


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d the home office.





... they departed for home.



young man on the go



Two weeks before their wedding, Dana Jones and his intended bride still hadn't found a place to live. Being an airline pilot, he wanted a suitable apartment convenient to the Atlanta airport. In May, 1946, this was asking a lot, since veterans requiring housing had created an acute problem. However, they finally came upon a converted garage for rent in College Park. Not much of a honeymoon cottage, but they were glad to get it. Upsetting as the experience was then, it was to launch the young couple on a highly rewarding venture a few years later.

One of the first things you notice about Dana Jones is an air of exuberant confidence which is common to members of the airline fraternity. He is one of Delta's leading pilots, with nearly 20,000 flying hours to his credit. His seniority rank is expected to earn him the opportunity of flying Delta's new DC-8 jets on the West Coast run later this year.

His self-assurance springs in part from successes in other, non-flying endeavors. He is a self-made real estate entrepreneur by avocation, and he pursues landscape design as a hobby. He is active in religious and civic affairs of College Park and is a devoted family man.

A dairy farm in Lee County, Ala., was the birthplace of Dana Lafayette Jones, on Sept. 5, 1921. While he was still a toddler, the Joneses moved to Columbus, where Dana grew up and went to school. In his senior year at Jordan High, he was president of the student body. Like most boys of the 20th century, Dana dreamed of becoming an aviator, but that didn't seem very practical at the time. Soon after graduation, he joined the First National Bank of Columbus to learn the banking business.

World War II sidetracked this aspiration, and young Jones became a U.S. Army Air Corps cadet. He graduated from flight school in 1943 and was assigned to the Eighth Air Force in England. As a B24 commander, he flew 31 combat missions over the Continent. Once, soon after D-Day, his plane was so badly damaged in a raid that it barely limped back across the Channel. He and the crew bailed out as soon as England was beneath them.

After the war, there was no debate over what civilian occupation veteran Jones would follow. In September 1945, he came to Atlanta and joined Delta, an airline which had emerged from the cropdusting business to become a promising carrier with a small fleet of DC-3's. When Delta was awarded the Chicago-Miami route in 1945, the pilot demand doubled and Dana soon earned his captain's rating.

On his first flight run, between Fort Worth and Atlanta, he was smitten with the comely stewardess aboard, a Miss Paige Adams from Greensboro, Ga. Getting a date with this popular lass was no easy job, but persistence paid off and finally the two got together. Things moved swiftly; they were engaged in February, 1946, and married the following May.

The difficulty they had in finding quarters convinced the newlyweds that southwest Atlanta and the tri-cities were ill prepared to accommodate the imminent and inevitable airport boom. When the Joneses proposed to build some top flight apartments in the area, wise people shook their heads. Semi-luxury apartments would never go over in this section, they warned. But the Joneses wouldn't listen. Paige knew from experience how badly stewardesses wanted some appealing living quarters near the airport. They staked their savings and credit rating that the doubting Thomases were wrong. The result was Airlane Apartments, situated in College Park, a five-minute drive from the terminal. The 12 units were filled immediately after completion and there was a waiting list for years.

Continued on page 51



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Five months ago the Chamber's newly elected President, Ivan Allen, Jr. and the Board of Directors of the Chamber of Commerce grabbed a tiger by the tail. They adopted a bold and imaginative six-point program of major objectives. The accomplishment of any single one of these major goals would have justified the existence of the Chamber for the entire year. Neither could any one of the six projects wait for some other champion to emerge from the pack to effect a solution. This, then, is a brief accounting of the six-point program and what has been done in these first few months about each of the points....



Here is what was pledged

SCHOOLS: The Atlanta Chamber of Commerce must take a bold and firm stand on this issue. It must clearly set forth to the public at large and the business community in particular the full implications of the Little Rock, Norfolk and New Orleans stories. It should officially endorse the majority report of the Sibley School Committee and actively work for the passage of the necessary legislation in the January session of the General Assembly. Atlanta's public schools must stay open, and the Chamber should provide its share of vigorous leadership in seeing that they do.

merce in the nation to publicly state a firm and positive position concerning what, at best, is an explosive situation. The members of the Chamber voiced their overwhelming support of the position taken by President Allen and the Board of Directors. Chamber spokesmen emphasized the inseparable link between a good public school program and economic development. The Georgia General Assembly at its January session wiped most of the laws in conflict with the federal edict from the statute books and substituted in

Here is what has been done

The Atlanta Chamber became the first Chamber of Com-

their stead laws which provide for local determination of the public school problem. At the beginning of the 1961-62 school session the Atlanta Public Schools will begin their compliance with the court order. Atlanta's children will continue to be allowed to receive an education.

EXPRESSWAYS: The Atlanta Chamber of Commerce must use its every facility to press for a definite step-up in the tempo of local expressway construction. To this end it should lend its full and continuous support to local, state and federal agencies in all possible ways. Although the Chamber takes pride in what has been completed, it must at the same time insist that progress has not been fast enough and that a substantial acceleration in the expressway program is absolutely essential to the health and well-being of the Atlanta Community.

The Expressway Committee lost no time in getting down to business. Led by Vice President Rawson Haverty (a man who admitted from the beginning that he knew nothing about the exigencies of expressway building, but who was told "Good, then you don't know all of the reasons why they can't be speeded up") the Expressway Committee members are possibly the best informed group of lay business men in the nation on every facet of expressway construction. Three sub-committees have been established: Land Acquisition, Plans, and Work in Progress. Many conferences have been held with local, state and federal authorities. Most all of the right-of-way has been visited by committee members by car, helicopter and on foot. Contracts have been listed and all pertinent data is kept current. Maps have been prepared and published. Progress reports are made regularly. Weeks of effort produced a temporary downtown connector which can serve until the real thing comes into being. This entailed the cooperation of Governor Ernest Vandiver, local officials and many others. A complete spirit of cooperation has developed among the committee and all of those responsible for the construction of the expressway system.

URBAN RENEWAL: The Atlanta Chamber of Commerce must vigorously support the city's urban renewal and housing efforts across the Board. More specifically, it should: (a) urge and assist in a speedup of activity by the city and its agencies handling the current program; (b) encourage private capital to take advantage of the unprecedented development opportunities in urban renewal projects; (c) press for a further expansion of urban renewal (including an expanded program of finance) in the years immediately ahead; and, (d) work with all agencies concerned in locating new housing opportunities for the Negro population.

A more deliberate approach has marked the Chamber's attack on this project. Vice President Ben Gilmer, chairman, is conducting a survey to find out who is already involved in urban renewal, what each is doing, how each is constituted and financed and just what role the Chamber should play. The report shows that there are currently thirteen other groups of various sorts involved in the urban renewal picture in Atlanta. Chairman Gilmer has stated that he doesn't want the Chamber to become "just another" well intentioned organization without a real sense of purpose and direction as it relates to urban renewal.

Here is what was pledged

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n't ed on AUDITORIUM-COLISEUM, STADIUM: The Atlanta Chamber of Commerce should strongly support the construction of an auditorium-coliseum and a stadium. Finance and building plans should be readied, sites selected, and operating organizations set up as rapidly as possible. The public wants these facilities and there is no time to lose.

RAPID TRANSIT: The Atlanta Chamber of Commerce should take the lead in pressing for a practical, large scale rapid transit system for Atlanta. The scope and timing of the project calls for an immediate start at concrete planning and programming.

The only alternative is even more expressways than now projected at five times the cost per mile and even further expansion of automobile traffic loads, with a breakdown in central traffic circulation by the end of the decade.

"FORWARD ATLANTA": The Atlanta Chamber of Commerce should establish and vigorously carry out a three-year "Forward Atlanta" program of education, advertising and research to carry the Atlanta story over the nation. This program should be supported by a minimum budget of \$500,000 per year, raised from the Atlanta business community. Only through such a campaign can Atlanta hope to stay on top in the years ahead.

Here is what has been done

This project has proved a source of frustration. The Chamber's announcement of the project triggered such a rash of different proposals, different site suggestions, different suggested methods of finance, differences of opinion among elected officials, that Chairman Arthur Montgomery and a small steering group have fallen back and regrouped in order to sift all of the chaff from the wheat before making any final proposals.

Chairman Dick Rich and his Committee have made remarkable progress in bringing the rapid transit project into focus. Voluminous data has been collected from every city in the nation which has or proposes a rapid transit system. It is anticipated that enabling legislation will be presented to the next regular or special session of the legislature. The Metropolitan Planning Commission has completed its Rapid Transit Plan and has engaged an outside engineering firm to make a study of it. If the plan appears to be compatible with our needs it is anticipated that steps will be developed to encourage its acceptance by the five-county area. Complete coordination and cooperation between the Chamber, the Metropolitan Planning Commission and other officials from the five-county area has marked every step.

Vice President E. D. Smith, Chairman of the "Forward Atlanta" Committee and his fellow committee members are operating under a full head of steam. First, a feasibility study proved the need for the program. Then an advertising firm was selected through a competition. Then came the big test - would Atlanta support the program with its hard cash? Chairman Smith and President Allen found out in a hurry. The first 11 firms (each of whom has a tremendously large stake in the future of the Atlanta economy) contacted pledged more than half of the \$11/2 million needed. The original sampling gives every indication that none of the famed "Atlanta Spirit" has been lost. Now the campaign will move on to the remainder of the membership with nothing but optimism prevailing. Now will follow economic studies, research studies in depth which will provide the sense of direction the campaign will need, a beefing up of the Chamber's Industrial Department so that it can handle the extra work which the campaign will develop. "Forward Atlanta," from its very beginning, provides a perfect example of the type of business leadership which has made Atlanta the Capital of Dixie as well as one of the truly great cities of the nation.





There will arrive
in the city of Atlanta
during the month
of June a total of
eighteen thousand,
six hundred and
ninety conventioneers.

These people will
come in nineteen groups,
ranging in size from
a hundred and forty
Mobile Home Dealers
to a single convention
of nearly ten thousand
Jaycees; and they
will range in scope

from the petite

Order of Rainbow Girls, to the rambunctious Brotherhood of Locomotive Firemen & Enginemen & Ladies Society.

These eighteen thousand, six hundred and ninety persons will hold business meetings in Atlanta, and seminars and luncheon meetings and elections. They will look at Atlanta from every conceivable angle, and they will shop here, eat here, dance here, and generally enjoy themselves. After an average of three days in the city, they will go home; and, upon leaving, they will have contributed, each of them, approximately \$118.61 to the Atlanta economy.

Completely aside from the bonus benefits such as prestige, publicity, and new friendships, the city will have received from just one month's conventions an economic boost of two-and-a-quarter million dollars. And by the time June's conventioneers get home. July's thousands will be pouring in to fill the vacancies. It's a continuous process. Atlanta has become one of the eight or nine major convention cities in the United States. Last year, 236,910 visitors attended 623 conventions here, spending more than twenty-eight million dollars. And the bulk of the credit for this new income can be directly traced to the efforts of an aggressive sales team on the eleventh floor of the downtown Commerce Building.

"Conventions don't just happen," says Walter Crawford, Executive Vice President of the Atlanta Convention Bureau. "Conventions come when you go after them. I can promise you that we were thinking about the National Rural Letter Carriers Association long before they ever thought of us."

"Or Atlanta, either, for that matter," he added as an afterthought.

"We try to know of every potential convention group in the country, and when we find a potential we work on it until they come here or go elsewhere. If they go elsewhere, our job is to persuade them to come here next time. Or the next time. We never give up."

The Bureau has a staff of six full-time employees who apply themselves to the business of finding conventions, wooing them, and handling them after they convene in Atlanta. In addition to these regulars, the Bureau also employs a hundred or so parttime workers to assist in the massive detail which surrounds even the smallest gathering. Crawford has an assistant, William Bell, who works closely with him on the larger conventions and, on his own, brings in a fair share of new business for the city.

"We're one of the oldest bureaus in the country." says Crawford. "We were founded in 1913 and have been in continuous operation ever since. Yet a day doesn't pass without someone asking me what the convention bureau does . . . and some people still think we're part of the Chamber."

The Bureau isn't a part of the Chamber. Nor is it associated with the city or state governments. It is a non-profit, wholly independent civic organization which shares the responsibility for conventions with no other group.

"We have paying members. Our membership subscriptions run from a low of \$50 to a high of \$5,000, depending on the size of the member and his stake in conventions. The hotels are members ... so are restaurants, department stores, airlines, banks and so forth."

The annual operating budget runs something like \$75,000 and, with \$28,000,000 in new business resulting in 1960, the Bureau hears few complaints from its members. George J. Cotsakis is president of the organization this year; Carling Dinkler, Jr., and W. H. Thomas are vice presidents; and Jack F. Glenn, Assistant President at the C&S National Bank, is treasurer.

308,830

520,134

... and How Much to Whom:

Where Conventioneers Spend Their Money

15.32% Retail Stores \$4,150,243 **Retail Stores** 7,509,447 27.72% Restaurants Restaurants 1,714,819 6.33% Beverages Beverages Hotel Room & Incidentals 8,154,198 Hotel Room & Incidentals 30.10% 1.110.704 4.10% **Local Transportation Local Transportation** 1.77% **Theatres** 479,499 **Theatres** 1.14% Sightseeing Sightseeing Night Clubs, Sport Events, Etc. 5.59% 1,514,351 Night Clubs, Sport Events, Etc. 1.92% Gas, Oil, Car Service Gas, Oil, Car Service 6.01% Other Items 1,628,130 Other Items



The Convention Bureau is a flurry of activity every day. Walter Crawford, left, Executive Vice President of the Bureau, and Bill Bell, his assistant, are responsible for finding convention prospects and bringing them here. It's a big job.

The convention bureau gets to work as soon as an idea for a convention is put forth and, in fact, the idea frequently originates with them. This was the case with the big Jaycee convention coming this month.

"They were down here in '55, you know, and Jaycees are still calling that the best convention they ever had," says Crawford. "Anyway...I was having coffee with one of the local Jaycee officers back in 1958 and we got to talking about the '55 convention. Both of us agreed that it was a good one; then we started speculating on whether we could get it again in '61. We decided to try."

The first hurdle was convincing the local club that the convention could be had again, and that it was worth all the trouble. Once that was done, the official invitation went out and a lengthy questionnaire from the national Jaycee office came back. As soon as the questionnaire was completed, an inspection team of Jaycees arrived in Atlanta and, after looking around, finally certified the city as being eligible.

"Then we went to Fort Lauderdale, where the Jaycee executive committee was in session to consider the certified applicants. That trip nearly blew us out of the tub. Here's what happened:

"Some local Jaycees — with me along as an advisor — were to present our case for close consideration to the executive committee. If we got past that, the full board of directors would meet in Tulsa and decide who would get the bid. We were bidding against Philadelphia and Las Vegas. Everything was going along fine, then — bingo! — they asked Atlanta to withdraw its bid. By they, I mean the executive committee. They had considered our auditorium facilities more thoroughly, they said, and had concluded that Atlanta couldn't handle a convention with ten thousand people."



The Jaycees had what many call "the best convention in history" in Atlanta in 1955 – the sign above was used to call them back in 1961. Ten thousand of them will come to Atlanta this month for three days.

Crawford and the local Jaycees were pretty well stunned by the action. The inspection team had certified the auditorium, which seats only 5,200 persons, and had recommended that Atlanta be certified.

"We got on the horn to Atlanta right away. Earl Mann — who owned the Crackers then — graciously agreed to reserve his ball park for the Jaycees to elect their officers in . . . and we got some pictures of the park by air mail special. The executive committee gave in and finally certified us."

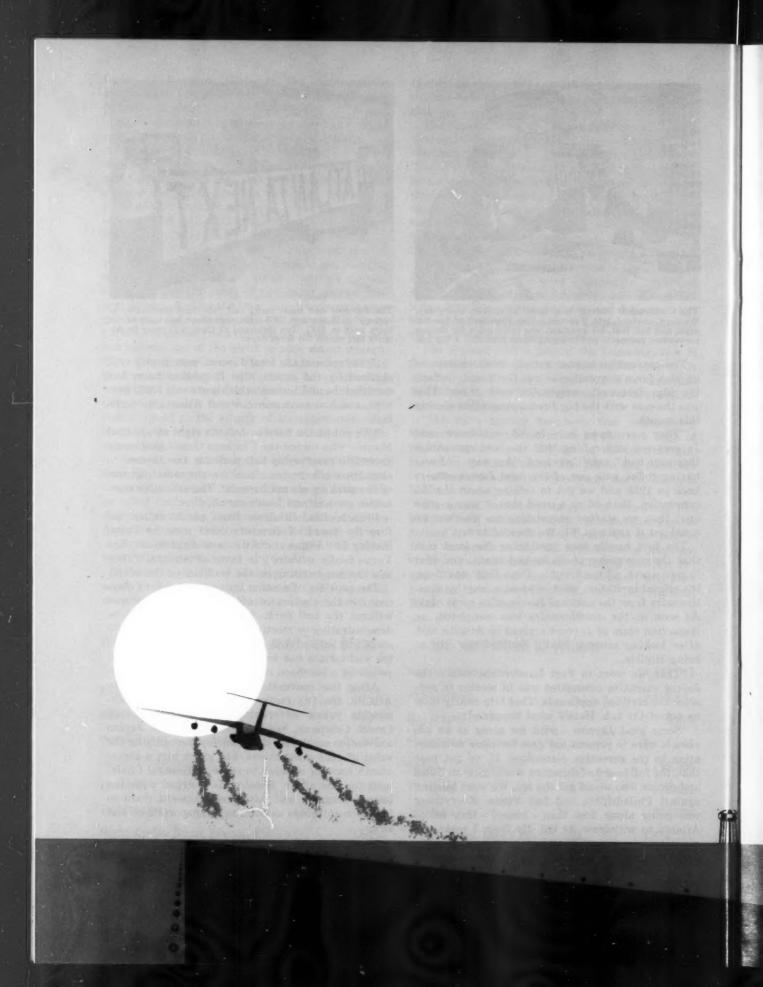
Philadelphia withdrew from consideration before the board of directors could meet in Tulsa, leaving Las Vegas and Atlanta to fight it out. Las Vegas finally withdrew in favor of Atlanta. "They saw the handwriting on the wall," says Crawford.

The problem of seating up to ten thousand Jaycees for the election of officers was finally solved without the ball park. So many of them will be demonstrating or meeting separately that the 5,200 seats will suffice. And a new garage in the rear of the auditorium has been converted to serve 6,000 people at a luncheon meeting.

After the convention had been committed to Atlanta, the fun really began. Joe Sheehan, personable young advertising manager for Retail Credit Company, has become a full-time Jaycee convention employee. His company, recognizing the value of such conventions, has given him a three-month leave of absence to serve as General Chairman for the affair. Sheehan is charged with the overall program and has several sub-chairmen to handle such things as housing, transportation, and so on.

"We get a lof of pretty wild requests," says Sheehan, "but we try to take care of everybody."

The Mississippi and New York delegations have Continued on page 50



In the early hours of the morning, a C-130 Hercules is airborne from the runway at Wiesbaden AFB, Germany, with a cargo of serum, plasma, and food for a Cold War zone. Near Auckland, a Royal Australian Air Force C-130 heads south to the Antarctic with supplies and personnel. At Earnest Harmon AFB, Newfoundland, a ski-equipped Hercules is bound on a training mission to Thule, Greenland, a thousand miles north of the Arctic Circle. And in the early hours of some not-too-distant morning, a C-141 Turbofan jet transport will be coming off the runway at Marietta, ready to assume its role as the key aircraft in America's airlift strategy. These planes - Lockheed all - are the products of 10,000 Georgians who, for the past ten years, have shared in the trials and triumphs of the state's largest single employer, Lockheed/Georgia. What's ahead for this mammoth economic barometer? The ability to cope with competition (Boeing, Douglas, Convair, North American); management-labor harmony; defense cutbacks; and, certainly, the Cold War, are but a few of the influential factors that makinged Aircraft must now gear itself for. This uncertainty and how it mks to the average Georgian is significant, because it can affect the not only of the thousands who make their living at the vast Marietta plant, but of countless thousands more who depend less directly, but just as surely, on Lockheed as their source of livelihood. The Georgia Division is staggering in both size and the scope of its operations. In a survey conducted for this magazine, it was discovered that nearly half the businessmen in Atlanta believe Lockheed merely assembles airplanes. Nothing could be further from the truth. The C-130 Hercules, probably the finest aircraft of its type ever built, was conceived by Lockheed/Georgia, sold by Lockheed to the government in competition, built in toto by Lockheed, tested by Lockheed, and modified by Lockheed. This is true of every plane built and assembled in Marietta. The entire program concept to delivery - takes place in the 76 acres of floor space which houses the Lockheed operation.

It is the largest aircraft plant in the United States under one roof. It is lighted by 70 miles of fluorescent tubes and has endless miles of two-way traffic lanes for automobiles, scooters, and other vehicles which traverse the plant. Within the main building, five assembly lines can be operated at once. (In the big B-1 Building, there is now a line for the Hercules, another for the JetStar, and a third "Mod Line" for modifications on the B-47. [They've modified 2500 so far.] Looking down on these three lines provides a breathtaking view.)

Lockheed plays a highly significant role in the overall defense plans of this nation. Other airplanes, such as the proposed B-70 long-range bomber, play an equally important part; but their value lies primarily in their roles as retaliation weapons, and as deterrent factors. They, like the warhead-bearing missiles, are weapons for the Hot War. The C-130 Hercules, and the upcoming Lockheed C-141, are effective *now* as weapons of the Cold War. Their value lies in their ability to quickly airlift anything – paratroopers, infantrymen, supplies, artillery, etc. – to any point in the world. Limited warfare (Laos, Vietnam, Lebanon) calls for the Hercules. And, in a Hot War, their value would increase rather than diminish.

This titanic transport is the most versatile airplane in existence. Ninety percent of all American missiles could be airfreighted direct to the battle zone by C-130's, taking off, if necessary, at two-second intervals, and landing on virtually any airstrip of sand, sod, mud, snow, ice, or dirt. They are long-range transports and depend very rarely on intermediate island bases.

In Operation Ranger Bulldozer training maneuvers, twelve C-130's dropped bulldozers, dump trucks, tractors, and road graders — everything necessary for building an airstrip. Many of the key pieces weighed well over 20,000 pounds and required six 100-foot parachutes to insure a damage-



The C-141 will be approximately twice the size of the C-130, will be able to airlift 60,000 pounds of cargo. Lockheed's experience with airlifters and the unparalleled success of the C-130's played a big part in landing the big contract.

free landing. In just over forty-eight hours, these same twelve C-130's, now loaded with combat troops, were able to land on the assault landing strip built by the equipment they had dropped.

In an almost unbelievable demonstration last fall, three C-130's equipped with landing skis, flew to McMurdo Airbase in the Antarctic. In the course of twenty trips the Hercules delivered sixteen hundred tons of vital cargo, including three hundred scientific and Naval support passengers, to the South Pole and Byrd Stations. The plane's ability to adjust its rear cargo ramp to truck- or sled-level enabled them to unload the entire cargo in fifteen minutes. The fast unloading was required because of weather conditions. (No two planes were allowed on the ground at any one time; and the engines were never stopped during unloading.)

On world-wide mercy missions in the wake of several natural disasters, the C-130's airlifted entire bridges to replace those destroyed on the Florida Keys by Hurricane Donna; twice streaked across thousands of miles of ocean to bring relief to the peoples of ravaged and tornado-struck East Pakistan; and rushed food and medical aid to the victims of a severe earthquake in Agadir, Morocco.



A Drone Launch Hercules carrying four one-ton "Firebee" drones takes off on a practice mission. This C-130 Hercules can climb quickly to 30,000-ft. altitudes, fire, monitor, and help retrieve the drones. Its mission is to fire the drones

to provide realistic testing of both ground and air defense systems. The drones can operate from sea level to 5,000-ft. altitudes. This drone-launcher is taking off from Dobbins AFR.

They airlifted more than seven million pounds of cargo and approximately 10,000 personnel in support of the UN action in the Congo; they landed on Ice Floe "Charlie" in the Arctic Ocean to rescue twenty-five weather scientists and their equipment; and they flew back to the Antarctic in the dead of winter — never before attempted — to rescue a critically ill Russian scientist.

These are amazing feats which have brought world-wide recognition to the Hercules and to Lockheed. They also brought new business.

The first foreign sale by the Georgia Division was to the Royal Australian Air Force — twelve C-130's. The turning factor in this sale was the Hercules' ability to quickly move 'Blue Steel' missiles from Britain to Australia. Indonesia has purchased C-130's for its air force and Canada recently placed an order for four of them.

The plane's versatility is practically unlimited. C-130's will soon replace the C-119 "Flying Boxcars" in recovering Discoverer capsules. The Hercules' operational altitude — 30,000 feet — is twice that of the C-119's. And, though the mission of the C-130's is that of a long-range combat transport, several modifications are now in use. The GV-1

aerial tanker can carry 28,000 pounds of jet fuel and can refuel two jet fighters simultaneously. The SC-130, now in use by the Coast Guard, is ideally suited to rescue operations and can maneuver for extended periods on two engines. As a self-support drone launcher, the new GC-130 Hercules can carry twice as many drones to a greater altitude than any other launcher in existence. The "Firebee" drones it handles weigh more than 1800 pounds and are capable of operation from sea level to a 5000-foot altitude. There are other variations, and the Hercules will undoubtedly bear further variations still; all of which supports the premise that the C-130 is America's most versatile airplane.

Another important airplane in the Lockheed family is the JetStar, a small utility transport designed for the military but now coming into use as a corporate aircraft. With four jet engines mounted aft of the fuselage, this relatively small airplane reaches speeds of up to 550 miles per hour. The first production models are still on the assembly line (for Continental Can, Ford Motor Company, Texaco, Continental Oil Company, the government of Canada, etc.) and will be delivered soon.



Seventy miles of fluorescent tubes are required to light the B-1 Building; it is the largest aircraft plant in the country

under one roof. Trucks, station wagons, and cars travel inside the plant on busy two-way traffic lanes.

Nuclear Research

Lockheed/Georgia's major business is, and probably always will be, the building of airplanes. It isn't, however, restricted to that. Plant Number 67 is a unique group of nuclear research laboratories four miles south of Dawsonville, and houses the nation's first large-scale nuclear, test, and development facility for studying radiation effects on large operating systems and large components. The laboratory is operated for the governmental and military services of the nation and is designed to support America's nuclear research program for peace. Another new facility, called Nuclear Products, seeks design and manufacturing contracts in the nuclear reactor field. Five reactors have been sold and are now in use. In the Human Factors Laboratory, the null-gravity simulator rotates submerged spacemen at speeds up to eighty miles an hour to create the effects of weightlessness. There is a Nuclear Instrumentation Lab, an Analytical Lab, an Avionics Lab, and others.

The Special Products Organization is engaged in designing and manufacturing support equipment for missiles and space craft. Components for the big million-and-a-half-pound-thrust Saturn space vehicle are manufactured at Lockheed and they look for more work in fields away from airplane manufacture. It is estimated that the plant will do five times as much work in the nuclear energy, missile, and aerospace fields this year, and more next year.

Lockheed's Responsibility

Lockheed made big headlines around the country

early this year with the announcement from the White House that Lockheed/Georgia would build the new C-141 Jet transport. The value of the contract has been loosely estimated at a "billion dollars," and, over the long haul, might hit five billions. This is true, and Lockheed employees and management were excited with the prospects of the long-awaited contract. Things have settled somewhat since the announcement, however, and the machinists and welders and inspectors have gone back to their old vigor concerning the Hercules. The C-141 has become just another order to the assembly line employees; they won't be seeing the plane under their tools for a year or so.

In the past ten years, the Georgia Division has had a total of approximately two billion dollars in sales. They have paid out \$784 million in wages and salaries and another twelve million in state and local taxes. The plant has provided, on the average over the past ten years, something like 14,500 jobs for Georgians. To maintain this tremendous payroll, Lockheed must have more than \$200,000,000 in sales each year.

Lockheed recognizes the value of its new jet transport contract, but officials are quick to note that this particular contract won't be paying salaries for some time now. In other words, Lockheed is still in the Hercules business and expects to remain there for a very long time.

The management feels that it must continuously diversify its operations to meet the challenges of space and missiles. When they say, as their motto goes, "Look To Lockheed For Leadership," they mean it.

EDITOR'S NOTE: This is the first of a three-part series.





Businessmen flying their own planes today aren't the brave, hardy breed who once dared death in the sky. Private flying is as safe as driving a car...and Atlanta's private airports get more crowded every day.

here was a time in the memory of most of us when the airplane pilot, stunting his old biwing Jenny over the local airfield and taking passengers up for a ride at two dollars a head, was the subject of either admiration or ridicule, depending on the viewpoint. Those were the days when a Flying Circus brought out almost as many people as Barnum & Bailey, when the pilots wore goggles and tight-fitting leather caps, and

when the outriggers were wrapped with fishing twine to hold them together.

Today, dressed in a business suit and carrying a briefcase in his hand, the private pilot is distinguished from his business associates only by the speed with which he reaches his destination. He's a businessman who flies himself to Savannah with the same interest he used to show in driving himself across town. And he now

travels at his own convenience, free of all other traffic and schedules.

The airplane has become a vehicle of business, and its influence has been felt in the decentralization of industry in this country. Firms who fifteen years ago wouldn't have given a second thought to airport location now consider it carefully before selecting the site for a branch operation. The airplane — whether airliner or privately owned — has become the

BUSINESS



link between outlying divisions and the home office.

Inland cities which lack major water-shipping facilities (Dallas, Minneapolis, Atlanta) are becoming increasingly aware of the "ocean of air" which surrounds them, and new airports are a factor in city planning everywhere. Private airports, too, have come in for some close planning. They're moving closer and closer to the downtown area, for one thing, and they're getting bigger and fancier.

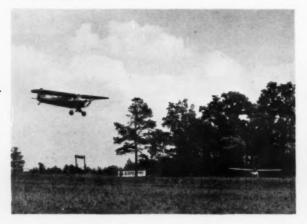
A businessman pilot has to skirt the buildings to land at Oklahoma City's downtown airport, and there are a score of strips which run alongside plush motor hotels. Though relatively few private airports now have sleeping facilities at the end of the runway, practically all of them offer car rental services and/or taxi service into town. And a few have luxurious transient lounges and swimming pools.

A visit to any one of the seven airports in the Atlanta Area will serve to emphasize the booming nature of private aviation in Atlanta. More than 570 private and business aircraft are registered here and permanently based in the area, ranging from the smallest crop-duster to multi-engine transports. And one private field — Fulton County Airport — has more in-and-out traffic than the new Atlanta Airport. More than 200,800 takeoffs and landings were recorded there in 1960, with 142,317 of those being in-and-out flights of a local nature.

The newest airport in the area is McCollum Field, owned by Cobb County and located near Marietta, which has thirty-eight permanently based aircraft and records in-and-out traffic at the rate of 24,000 a year. This is a phenomenal growth for a ninemonth-old operation and demonstrates very clearly that private flying has indeed become a big business.

As a further indication of the importance of private flying, there were, in 1960, more than 70,000 planes in the private aviation fleet in the United

Learning to fly is a breeze; anyone who can drive an auto can pilot a plane. The first eight hours of flight training are on dual control, then the student makes a solo flight. Below, a student practices landings.



States. These planes logged a total of 12,800,000 flying hours and covered a distance of nearly two billion miles.

Learning to fly

There are several avenues open to the businessman who wants to take up flying. He may, if he chooses, buy a plane and hire an instructor to teach him to fly it. The process of learning usually comes first, however; that way, a businessman can fully determine his interest in flying before tying up his capital. He will also have a better idea of which aircraft best suits his needs.

Learning to fly is exceptionally easy; anyone who drives an automobile can, with the proper training, become a pilot. Flight schools dot the city and any airplane salesman will gladly teach a prospect the craft of flying. Most flight schools are prepared to fit the training into any schedule, and after-five and week-end training is standard. Another method is 'on-the-job' training, where a businessman may rent a plane, hire an instructor, and learn to fly as he travels his territory.

The FAA requires that a pilot must have forty hours of actual flying time before he is granted a license. He may receive a Student License as soon as he solos, however, which allows him to fly anywhere he pleases, but does not permit him to carry passengers. Most schools let the student solo after eight hours of dual time.

The FAA also requires that a pilot be proficient in the use of instruments and radio, and that he have some solo and dual cross-country time. This is to be sure he understands the use of charts and navigational guides, so as to find his way around the sky.

Dual-time training averages \$14 an hour in Atlanta, and solo time runs \$10 an hour. Since the FAA requires at least fifteen hours of dual time, and forty hours total, a businessman may expect

Private and business airplanes at the new airport. There are 570 such aircraft registered in the Atlanta Area and at one airfield – Fulton County Airport – there were 200,800 takeoffs and landings last year, more than at the municipal airport.



to spend around \$400 in getting his private license.

Physical requirements are fairly easy. A pilot must be able to see well, with glasses if necessary, and must be in generally good condition. But he need not be a perfect physical specimen.

Most student pilots are amazed at the ease of learning to fly. The first few hours of dual time are usually limited to maneuvers designed to give him self-confidence. The student actually starts flying the first time up, with an instructor working with him on dual controls. By the sixth or seventh hour, most students are shooting takeoffs and landings. The eighth hour generally means the time has come for him to solo. The first solo isn't much; the student has been shooting landings and flying the flight pattern around the airport. The instructor, when he is certain of the student's proficiency and confidence, steps out of the plane (usually unexpectedly) after a practice landing, and sends the student off alone. The first solo is limited to three takeoffs and landings.

After that, the student spends his time practicing maneuvers for the FAA examination. Sometimes the instructor flies with him; frequently he flies alone. The first cross-country run is to, say, Birmingham or Chattanooga. The instructor goes along, reminding the student of his ground school training in navigation and radio. The second cross-country can be a regular business trip and the student — he's actually a pilot now — makes it alone.

The FAA exam itself seems easy by the time it comes around. An FAA examiner comes out and takes a check ride with the student, calling on him to perform all the skills he has learned. A written examination is also given to the student. Passing both (and, after training, they're a cinch) he is a full-fledged pilot, ready for anything.

Multi-engine ratings are given when competency is shown. That is, after a man has mastered the single-engine airplane, he may get in some time on multi-engine aircraft. The training is very similar; certain dual time is required.

Buying an airplane

After getting a private license, selecting an airplane is much easier. There are scores of makes and models from which to choose, depending entirely on the needs and requirements of the pilot. (See chart.)

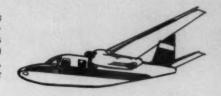
A plane may be rented at rates of \$10-\$20 per hour, depending, of course, on the make. A single-engine, four-passenger airplane with a cruising speed of 150 to 200 miles per hour will generally rent for something like \$15 an hour. Lease plans — ranging up to \$30,000 a year — are also available.

A new airplane may be purchased for twenty percent or less as a down payment, and monthly payments, as with autos, may be stretched out prac-

Continued on page 54

eight airplanes built for businessmen

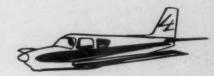
Aero Commander—Model 500A; twin engines; seats 4 to 7, depending on conversion; 350 pounds of luggage; cruising speed, 220 mph; range, 1420 miles; price, \$75,000; Distributor, Big Brother Aircraft. Inc.



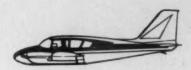
Aero Commander—Model 1121; twin jet engines; seats 8; cruising speed, 500 mph-plus; approximate range, 2,000 miles, price \$575,000; Distributor, Big Brother Aircraft, Inc.



Piper Comanche—Single engine: 4 seats; 200 pounds of luggage; cruising speed, 180 mph; range, 1100 miles; price, \$19,800; Distributor, Parkaire Field Service.



Piper Aztec—Twin engines; seats 5; 200 pounds of luggage; range, 1400 miles; cruising speed, 205 mph; price, \$49,500; Distributor, Parkaire Field Service.



Beechcraft—Model, Bonanza N35; single engine; 4 or 5 seats; 270 pounds of luggage; cruising speed, 195 mph; range, 1215 miles; price, \$26,500; Distributor, Southern Airways Co.



Beechcraft—Model, Super G-18S; twin engines; seats 7 to 11 persons, depending upon conversion; range, 1536 miles; cruising speed, 214 mph; price, \$132,300; Distributor, Southern Airways Company.



Cessna—Model 310f; twin engines; seats 5; 200 pounds of luggage; range, 1440 miles; cruising speed, 220 mph; price, \$62,500; Distributors, Executive Aviation.



Cessna—Model 175; single engine; seats 4; 120 pounds of luggage; range, 755 miles; cruising speed, 140 mph; price, \$11,600; Distributor, Executive Aviation.



The nearest thing to natural flight . . . the flight of the bird; unhampered, unpowered, uncluttered, is the old and demanding art of gliding. There are two forms: gliding flight, in which the craft makes a steady descent; and soaring flight, sometimes called sailplaning. It is the latter which challenges a group of twenty men at Parkaire Field near Dobbins Air Force Base, members of the Parkaire Soaring Club. Their sailplanes' only power comes from the brief beginning run provided by the old bi-wing Myers OTW. Once loose, they challenge the elements, chase the currents, and soar about the sky on every passing wind.





New & Expanding Business

TWO NEW BUILDINGS ANNOUNCED

Two firms - Scott Hudgens Realty & Mortgage, and Foundation Life Insurance Company - announced this month that they would build new home offices.

The Scott Hudgens Building will stand near the entrance of the new terminal, across the street from the Hilton Inn and will carry out the theme of the terminal itself. When completed (around October, 1961), the building will cost approximately one million dollars.

Foundation Life's new building will be located at 3380 Peachtree Road, across from Lenox Square, and will also run to a million dollars for construction. February 1, 1962, is the anticipated date of completion.

RIVIERA MOTEL PLANS ADDITION

The Riviera Motel will be undergoing more new construction. Its present capacity of 204 rooms will be expanded to 329 rooms; in addition, a second swimming pool is being added, plus an elaborate new kitchen and four new meeting rooms. A large corvention hall—designed to accommodate 450 persons—will also be added.

FIRST FEDERAL ADDS EAST POINT BRANCH

George West, President of First Federal Savings and Loan Association, announced that the firm's new East Point office will be open for business by mid-Summer.

The modern, handsome structure will be the tallest building in East Point and will feature drive-in teller service, night depository service, and leased office space.



Scott Hudgens Building



Foundation Life



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This giant facility houses Delta's magnificent Douglas DC-8's and Convair 880's, the world's fastest jetliners. It is the all-important overhaul center for Delta's \$75,000,000 jet fleet. The cavernous hangar doors are the largest open area doors in the world. Three DC-8 or CV-880 jets can be housed at one time. The undersigned firms, along with many other concerns, take pride in the work they performed in the completion of the great base, every bit as modern as the jet fleet it accommodates.

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Appointments & Promotions









DOUGLAS

MARE

SHADCETT

BROWN

TRUST COMPANY NAMES NEW EXECUTIVE

Allen H. Douglas has joined the Trust Company of Georgia to establish and manage an Industrial Development Department. He is a native of Savannah and has served with the Augusta Chamber of Commerce and as manager of the Valdosta Chamber of Commerce.

As manager of the new department in the bank, Mr. Douglas will devote his energies to attracting new business to Georgia.

MABRY NAMED VICE PRESIDENT

Guy O. Mabry, formerly manager of Owens-Corning Fiberglas Corporation's Southeastern division, has been named a vice president of the company. He will continue to maintain headquarters in Atlanta and will retain responsibility for the company's sales in the Southeast.

AUTO-SOLER ELECTS THREE DIRECTORS

Auto-Soler Company of Atlanta elected three new members to its Board of Directors this month. They are C. Christie Wilkerson, assistant secretary-treasurer of Auto-Soler; John C. Wright, director of research for the firm; and George B. Haley, Jr., the attorney.

SHADGETT IS ASST. GENERAL MANAGER

L. M. Shadgett, vice president and Athens manager for Georgia Power Company, has been named the company's vice president and assistant general manager, with offices now in Atlanta.

Mr. Shadgett is a native of Australia and graduated from the School of Mines of the University of Adelaide in Adelaide, South Australia. He has been with Georgia Power Company since 1928, and has been a vice president for twenty years.

ZACHRY GETS NEW PRESIDENT

J. Herndon Brown, formerly vice president and merchandising manager for Zachry (apparel stores), has been elected to the post of president. He succeeds A. L. Zachry, who founded the store in 1927. Mr. Zachry has been named Chairman of the Board.



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Chamber Potpourri





CACCIA

FAY

TWO IMPORTANT SPEAKERS

The British Ambassador to the United States, Sir Harold Caccia, visited Atlanta the week of April 24th at the invitation of the Atlanta Chamber of Commerce. While here, he was the official charge of the British Consul in Atlanta, Mr. Granville Ramage.

Sir Harold arrived at the Atlanta Airport on the afternoon of April 25th and was met by a delegation from the British Consulate and the Atlanta Chamber. Before leaving the airport, he held a brief news conference.

Sir Harold was honored that evening at a reception in the Civic Room of the Commerce Club, and the following day he addressed a luncheon audience at the Dinkler Plaza Hotel. The luncheon was sponsored by the Forum Committee of the Atlanta Chamber, DeJongh Franklin, Chairman. The luncheon was attended by 553 persons, including most of the career and honorary consuls in Atlanta. Ivan Allen, Jr., president of the Chamber, presided at the luncheon.

Later this month, the Forum Committee, in cooperation with the Public Affairs Committee of the Atlanta Women's Chamber of Commerce, sponsored the 12th annual Armed Forces Day luncheon.

More than 400 persons were present to hear the Honorable Paul B. Fay, Jr., Under Secretary of the Navy, who was the guest speaker. He was introduced by Capt. I. J. Swartz, Commanding Officer, Naval Air Station, Atlanta. Most major military and naval officers in the area were present.

Mr. Fay and his wife were entertained after the luncheon by Mr. and Mrs. DeJongh Franklin.

ACTION COURSE

The Action Course in Practical Politics, headed by Robert W. Biccum, concluded with a talk by State Rep. James Mckay at a dinner meeting May 9th.

Sixty-one members of the Chamber received certificates for completing the nine-week course, thereby joining the ranks of more than 100,000



CROWDER

politically-aware businessmen around the country.

This was the first time since the program began here in 1959 that it was necessary to have two classes held at once. The groups were limited to twenty each and Mickey Marotte of Alcoa, Dan MacIntyre III, the realtor, and Mike Cheatham, of Coca-Cola, were discussion leaders.

The Atlanta Chamber plans to sponsor another such course in the fall.

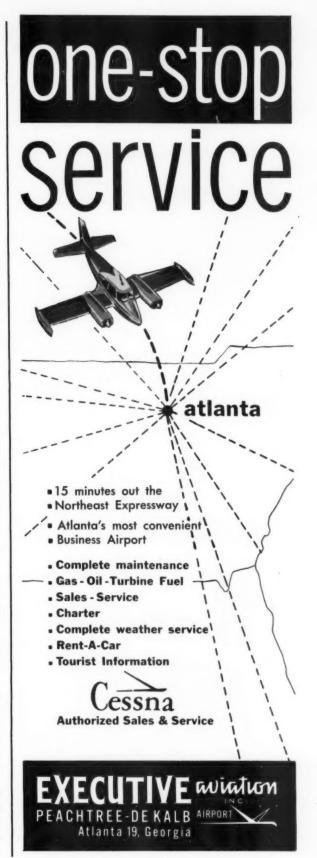
CHARLIE CROWDER: KEY MAN IN THE CHAMBER

On the average of about six times a day, someone—usually just in from another city—will call the Chamber and ask what employment agency they should use, or what painter they should use, or what horse trainer they should use, or some such. These calls are passed along to the Membership Department where a man by the name of Charlie Crowder spins a big wheel, selects a few names, and offers the names of all the respective firms who are Chamber members. He invariably closes with a soft sell: "You can count on these people... and any other Chamber member."

Charles E. Crowder is a salesman, an executive, and a salesman. His product is the Atlanta Chamber of Commerce, and if enthusiasm for his product were the only prerequisite for a salesman, he'd be the best one in the world. He lives and breathes like a Chamber salesman and is always selling . . . in his office, on the phone, on the street, at parties, homes, or wherever he happens to be.

He has been Membership Director of the Chamber since the first of the year and, before that, was associated in another department of the Chamber for three years. He is thirty-three years old, married to the former Frances Woodall of Atlanta. They have one son, Steve, who is nine years old and a third grader at Utoy Springs Elementary.

His other job in the Chamber — and an equally big one — is Membership Relations. "I work with prospective members, act as Secretary of the Contact Club, and — this is important — work with existing members in any way I can."



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ARCADE LIQUOR STORE / C. W. Dodys, 233 Marietta St., N.W.; sponsor, Bill C. Wainwright.

ARCO, INC. / Edward Rhodes, 116 Peachtree St., N.E.; sponsor, direct mail.

EUGENE CLINE, Attorney / 721 Grant Building; sponsor, George Griffeth.

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Scoreboard

The Membership Committee of your Chamber is The Contact Club. Composed of 45 members, this club has the responsibility of raising the manpower and financial support of your chamber. They give their time and efforts voluntarily to promote this important phase of work. They compete with each other, trying to outsell their co-workers. The club is divided into 4 teams. The teams also compete for top honors and prizes.

Here are team and individual standings through May 15th this year in bringing in new members:

— SCOREBOARD —* THE CONTACT CLUB — ATLANTA CHAMBER OF COMMERCE

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II C. Wainwright, Chairman	1	211/2
EAM #1 "Bronco Busters"		
e Crocy, Vice Chairman		8
radley Currey, Jr.		21/2
enry A. Dick		51/2
anklin Garrett		3
mes C. Hughes		1
obert S. Jordan		41/
on Kite		91/2
imes E. Palmer		
mes W. Peacock		11/
vine Shaw (New)		447
	-	41/
TEAM TOTALS	* *	40
EAM #2 "Wranglers"		
om Slaughter, Vice Chmn.		71/
om Slaughter, Vice Chmn. rank Allcorn III CLU		3/
ddie Graham		5
ed Melcher		1/
hilip P. Mitchell		31/
ene Ownby (New)		1
ugh Phillips		2
layton E. Rich		1
Villiam Scheerer		24
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ruce Wilson		
arrington Witherspoon		
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ATLANTA GAS LIGHT

CONVENTION

Continued from page 33

asked that they be allowed to restage the Civil War battle of Kennesaw Mountain. Sheehan has arranged everything and is going to let them fight it out. The Texas delegation is planning a "Texas-size" chuck wagon barbecue; and Sheehan is building a mammoth barbecue pit near the auditorium. Another state delegation wants to have a full-blown breakfast meeting in the middle of Peachtree Street. As always, Sheehan has obliged. "Anything within reason," he says. Well, what's reasonable?

"If it's not impossible, and not dangerous, it's reasonable," he adds.

The Jaycee convention is, of course, a big one. And, while the city welcomes and solicits smaller conventions, the large ones are the plums. A convention the size of this one the Jaycees - is about the limit of Atlanta's capacity, however. The really big conventions (which pour millions into the cities they visit) are the Kiwanis (15,000), the Rotary (15,000), the American Legion

(20,000-30,000), and Elks (15,000), to name a few.

Dallas, Texas, one of Atlanta's more formidable and frequent opponents, last year handled both the Rotarians and the Kiwanians. The big factor was its beautiful new audi-

"Dallas can comfortably seat or feed 15,000 convention people," says Crawford. "So can Miami Beach and Des Moines and a lot of other cities. In fact, most of the cities in our class ... the people we clash with most often . . . have new auditoriums."

The lack of auditorium facilities has been the negative factor in practically every major convention lost to Atlanta in the past few years. "I feel confident we would have had the International Shriners Convention if we had been able to accommodate them. We aren't, and they aren't here."

More and more conventions are requiring space for their exhibitors, plus meeting rooms, plus large banquet facilities. "And Atlanta is definitely minor league in the business of auditoriums. And our competitors, for the most part, are major league in that respect."

What are the biggest factors unfavorable to Atlanta in getting more conventions?

"The auditorium, as I said, is the biggest factor. We don't have a chance on the big ones. Most conventions have at least one big meeting with everybody present. Our auditorium will handle 5,200 and, except for isolated cases, that's the limit of our big ones.

"Segregation is another factor. More and more convention people are requesting that all of their members - of all races - be handled together. One hotel here has begun to handle limited numbers . . . that is, they will take a few Negroes, for instance, into their private banquet rooms. If the membership of the convention has a small percentage of Negroes they'll handle the banquet.

"I'm definitely not suggesting a remedy here. If the city wants segregated conventions, we'll book segregated conventions. If they want in-

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tegrated conventions, we'll book them. I'll work with whatever tools the city provides . . . and gladly."

Crawford continued: "Anyway, segregation is a factor. Limited hotel space is another. We now have 6,500 rooms available in Atlanta. That's a thousand more than we had in 1955 and we're still building them."

There are several motels now under construction either in the downtown area or very near it. The Airtel—being added to the Heart of Atlanta—will handle 200 new rooms; the Riviera is adding another 110; the Airhost, out near the airport, will have 300 rooms; the Atlanta Americana, downtown, will have 340; and the new Holiday Inn will have 300 or more new rooms. And there are still more on the way.

"I've named three or four drawbacks," says Crawford, "but there are many, many advantages. We still beat the pants off everybody in our class on everything except the very large ones. Hotel space, while limited, is pretty considerable compared to other cities. Another thing — this town likes conventions. Some cities resent having large groups of visitors living it up in their downtown area, but Atlantans don't object. They like it.

"Local clubs go all out to get conventions. That doesn't happen everywhere else. And the hotels and motels here go out of their way to accommodate the guests."

What does 1961 look like?

"It'll be the best year in our history. We expect to bring in more conventions than ever before. We ought to increase ten or fifteen percent over last year, anyway. And 1960 was a record-breaker."

YOUNG MAN Continued from page 26

Since then, Jones Enterprises, Inc., has acquired two other apartment houses, Harvard House and Vanguard Apartments. The three have a total of 44 units and an estimated value of more than a half million dollars.

Much of the apartment ventures involved do-it-yourself projects. This explains how Dana happened to adopt landscape design as a hobby. Mostly he draws up plans for friends, churches, civic clubs and the like. His magnum opus was the botanical layout for Lakeside Country Club, which he helped organize and later served as a director.

Dana and Paige have two daughters, 13-year-old Anda Paige, who will enroll in Arlington School next year, and Martha, 11, a student at Longino Elementary. Dana is a deacon in the First Baptist Church of College Park and assistant superintendent of the adult department. He was a charter president of the South Fulton Jaycees and was elected College Park's Young Man of the Year in 1955. He is also a member of the Airport Area Kiwanis Club.

But first, last and always, Capt. Jones is a pilot—a dedicated and serious flyer with a profound devotion to his job and the awesome responsibilities it carries. He gets enthusiastic when he talks about the impressive strides in air safety—pressurized cabin, airborne radar, radio navigation improvements.

"I feel blessed," he reflected, "along with others of my generation, to be able to take advantage of the limitless opportunities that the advances of the air age offer. You've got to love it, and I do."



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BEHIND THE NEWS

Continued from page 8

don't last very long; new tenants move up from even older buildings; then other tenants replace them, coming from the very oldest buildings in town. And what happens to very old, very small buildings? Movers come in and tear them down, making way for a new sky-scraper.

And the cycle starts all over again. We wonder how many years will elapse before the Bank of Georgia Building and the Merchandise Mart will be very old and considered very small.

ESQUIRE COMES TO TOWN

People who've heard those good commercials on WQXI for *Esquire Magazine* and *Coronet* and who, upon reading the magazine, noticed large ads about Atlanta and WQXI, won't be surprised to learn that *Esquire* now owns WQXI.

The magazine set out on a program of diversification several years ago and, fairly recently, decided to go into the radio business. Surveys were made, inspection teams went out, and people with radio stations for sale started making their way to New York. *Esquire* was interested in two factors, primarily: (1) How strong is the market area?, and, (2) How strong is the radio station?

Atlanta loomed as the best market in the country, from several standpoints, so an investigation was made here. Other cities in the picture at that time were Dallas, Boston, Chicago, and others. They became sold on the Atlanta Area and settled on WQXI as the best possible bet for them.

WQXI wasn't exactly on the open market at the time; however, Esquire's \$1,850,000 offer put them on the market right away. It is the highest price ever paid for a radio station south of the Mason-Dixon line. We're glad for Esquire, glad for WQXI, and, considering the big national ads about Atlanta (done by Chuck Shields), we're mighty glad for Atlanta.

COMING UP NEXT

There's a basic tenet in the magazine business which goes, "Get an issue ahead or you're always an issue behind." We've been an issue behind so far, if you go by that rule, but we're now pulling ahead. The July issue is almost done and research is now being done for August.

July will be the Graphic Arts Issue and looks for all the world like the best number yet. There's a story called *How To Select (And Live With) An Ad Agency;* another, by Sol Malkoff, will deal with the art of printing and how it is effectively used; there'll be another picture story by Jay Leviton; and the "major industry" for July will be Mead Packaging. With that behind us, we'll now turn to August.

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BUSINESS FLYING

Continued from page 41

tically forever. There are new airplanes selling for \$6000 or less and ranging on up to about \$600,000 for the private twin-jets.

An increasing number of airplanes are now being bought by groups of pilots in a sort of flying club. Five men, for instance, may go in together to purchase a plane, working up schedules for individual flying. Most salesmen can find two or three other prospects on this basis.

An airplane depreciates roughly twenty percent the first year and slowly after that. (For tax purposes, planes depreciate out in four or five years.) The airplane salesman has a blue book similar to that of a used car salesman, giving relative values on used aircraft. There is one major difference in used airplanes and used cars, however. The FAA has strict requirements as to the condition of used airplanes, which means that a buyer may be sure that the used plane is in good flying condition. Again unlike used auto sales, the FAA tests and licenses all airplane mechanics; they must be up to snuff or else.

An airplane must have tie-down or hangar space, both of which cost money. Hangar space usually runs something like \$30-\$35 a month for single engine planes, and more for larger ones. Average tie-down rates are \$15 a month. This involves having the plane secured to the ground by ropes and hooks, protecting it from winds but, of course, not from the weather.

Flying offers obvious advantages in some cases. A businessman flying his own plane travels whenever he wishes, can come home early or stay overnight. He travels rapidly, eating up two or three times the distance that he would make in his automobile. He can travel almost anywhere, since most towns, regardless of their size, have some kind of airfield.

But there is another advantage, less material in nature, which can't be appreciated by anyone but the pilot. It's a nebulous feeling of being completely alone in the sky, absolute master of your fate. There is no means of travel which is more private than private flying. And none is safer.

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HONEYMOON continued from page 13

ment salesmen. And new coverage of local transit workers was significantly reduced.

Finally agreed upon in conference, and subsequently accepted in both houses of Congress, was a bill covering retailers with gross annual sales of \$1 million or more if they receive at least \$250,000 worth of goods for resale across state lines; raising the minimum wage for 24 million presently-covered workers to \$1.15 four months after enactment and to \$1.25 two years later. New workers—3.6 million of them—will get \$1 for the next three years, \$1.15 in the fourth year, and \$1.25 in the fifth year; with no premium pay for overtime during the first two years, but achieving a 40-hour week by the fifth year.

In only one respect was the final bill a clearcut victory for the Kennedy Administration, and that is in establishing the dollar volume test for coverage, a significant precedent which could foreshadow broad extensions of coverage in future years.

But it could have been a more severe, more liberal

bill; doubtless, without the conservative coalition, it would have been.

One spokesman of the left was so little cheered by passage of the minimum wage bill as to describe it as "an ignoble monument to political expediency which sacrifices workers in greatest need to an effort to pick up conservative Democratic votes... The net is a bill aimed at including the maximum number of workers but the fewest possible employers..."

While businessmen could not wholeheartedly agreed with such a position, they could understand that a young and popular new President with a mildly liberal Congress might have extracted from his Congressional leaders even more than John F. Kennedy has during his honeymoon months. Looking back over the first hundred days, businessmen could see, if they tried, that it was much too early to count out the efficacy of moderates, or conservatives—or businessmen.

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